CANADEXPORT

Volume 24 > Number 2

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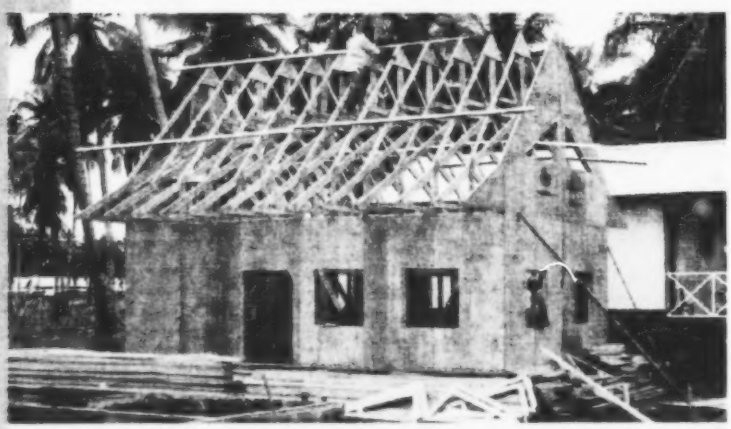
Canada's tsunami reconstruction efforts: One year later

One year after an earthquake and tsunami devastated parts of South and Southeast Asia, Canadian companies continue to contribute to reconstruction efforts in the region—bringing expertise, creativity and innovative technologies.

One such company is Intermap Technologies Inc. of Alberta, which has created digital elevation models that will be used to rebuild drainage and rice paddies, as well as identify locations for proper shelter construction. Intermap recently received funding from the Canadian International Development Agency (CIDA) to expand its technology transfer to Indonesia by training Indonesian GIS technicians to use radar data for the construction of topographic line maps.



Canadian companies have contributed 10 wood-frame homes to the Labui Eco-Village in Banda Aceh, Indonesia.

"This is truly a great success for CIDA, the Canadian government and Canadian industry," says David Hisdal, Intermap's director for Southeast Asia and Australia. "We have created more than 75 high-tech jobs in Indonesia over the past 15 months. In addition, 50 to 100 positions with other Indonesian companies are also being created to take our data and turn it into topographic line maps."

A major benefit of this project was the mapping of the local ground water chemistry to ensure that future drilling would find safe drinking water. This data will help UNICEF coordinate the water supply and sanitation activities in the reconstruction of Aceh.

Canada's wood industry has also been looking at how it can contribute to reconstruction efforts. Ten wood-frame homes have been supplied by British Columbia's Forestry Innovation Investment Ltd., with the support of Forintek Vancouver, to demonstrate Canadian construction technology and the suitability of B.C. wood products to tsunami relief efforts in Indonesia. The homes, designed by B.C. firms Britco Structures, Winton Global, Simon & Co. and Chateau Building Products, are located in the Labui Eco-Village near Banda Aceh.

To complement this project, the Canadian Embassy in Jakarta, Forintek Vancouver and the British Columbia Institute of Technology hosted two seminars in late September to demonstrate that Canadian-style wood-frame construction is safe and durable.

Innovative Canadian housing technology is also being introduced in Sri Lanka through LGS Steelhouse Canada. LGS produces low-cost, high-quality pre-engineered houses made of lightweight concrete blocks and galvanized steel channels. The houses have received the approval of the Sri Lankan Urban Development

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International Trade Canada | Commerce international Canada

Canada

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Authority and, to date, 20 homes have been built to demonstrate suitability of design and construction. LGS and its Sri Lankan partner expect to contribute to the development community's plan to build 30,000 homes during post-tsunami reconstruction efforts in Sri Lanka.

Another company actively involved in reconstruction efforts is Komex International Ltd., also based in Alberta. Acting on a lead from the Canadian Embassy in Indonesia, Komex won a six-month contract with UNICEF to manage a water supply rehabilitation project in the Indonesian province of Aceh, where more than 100,000 homes were destroyed in the disaster. The project aimed to help replace and improve the water supply and delivery capabilities; most of the water supply in Aceh was eliminated by the destruction of wells through massive saltwater intrusion and bacterial contamination. Komex managed the importation of well-drilling rigs and trained local crews to operate and maintain the equipment.

For more information, go to www.itcan-cican.gc.ca/tsunami/tsunami-response-en.asp. Canadian companies interested in supplying the reconstruction effort may wish to contact Francis Dorsemaine, International Financing Division, International Trade Canada, e-mail: francis.dorsemaine@international.gc.ca.

Barn doors open for Canadian agriculture companies in China

Beijing, China > By the looks of it, last November's Canadian livestock business mission to the Chinese province of Shandong was a success.

Over 150 new key contacts were made in both Chinese industry and government. Not only was Canada's animal husbandry industry promoted to over 500 million viewers on Chinese television, but solid trade leads were pursued by Canadian exporters and five commercial deals were made during the one-day trade show. In fact, product shipments have already begun.

The mission attracted some 20 Canadian businesses in the dairy, swine and animal feed industries. With the help of Canada's trade commissioners in China, firms and associations such as Semex Alliance, Bioniche, Peak Swine, the Canadian Embryo Transfer Association, the Canola Council and Pulse Canada presented their products to Chinese public and private sector partners.

Companies that took part are now in a better position to meet China's growing needs in this sector. The business partnering activities put them in contact with key government officials responsible for the livestock and animal feed sectors, as well as the private sector. What's more, business matchmaking seminars were held along with a program of outcalls to potential buyers. The Canadian pavilion at the China National Animal Husbandry Trade Show also provided an effective platform for companies looking to do some valuable networking.

In summing up the week-long trade program, one Canadian exporter noted, "we benefited greatly from the trip and it helped us open doors and build our image among many new potential buyers." So get connected to Canada's trade commissioners and register today for your Virtual Trade Commissioner at www.infoexport.gc.ca.

For more information, contact Wang Pei, Trade Commissioner, Canadian Embassy in China, tel.: (011-86-10) 6532-3536, e-mail: pei.wang@international.gc.ca, Web site: www.beijing.gc.ca.

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Canadian technology spits out the promise of better health

Ottawa-based DNA Genotek Inc.'s DNA collection product has been touted as one of the most innovative technologies in the world.

Each year, the World Economic Forum identifies a number of technology pioneers—companies from around the world that develop and apply the most innovative and transformational technologies in the fields of health and biotechnology, renewable energy and information technology.

The work undertaken by these companies can significantly affect the way business and society operate. Each innovation is another step in society's attempt to harness, adapt and use technology to improve our world.

Of the 36 companies selected for 2006, DNA Genotek Inc. is the only one from Canada.

"The role of technology in society should be to enable positive change," says Ian Curry, President and CEO of DNA Genotek. "Our technology, the Oragene™ DNA Self-Collection Kit, allows health researchers around the world to execute their research programs more effectively and efficiently. Ultimately, that means faster discoveries that will improve health care globally."

"Oragene is revolutionizing the global genetic research community."

Advances in genetic research and testing are expected to continue improving the way health conditions and diseases are diagnosed, treated and prevented, resulting in major improvements to global health care. All genetic findings start with the collection and analysis of one essential resource: DNA.

"That's where DNA Genotek comes in," explains Curry. "Oragene is revolutionizing the global genetic research community. Oragene is the easiest, most reliable and cost-effective way to collect, transport, store and process large amounts of human DNA."

With Oragene, a donor simply deposits a saliva sample into a small plastic container. Once the container is closed, the saliva is mixed with a chemical solution that stabilizes the DNA—preserving it at room temperature for years—until it is extracted and analyzed.

Traditional collection methods present substantial challenges for researchers. Blood-based DNA collection incurs costs in handling and processing, requires trained professionals to take the sample, and is invasive and painful for the donor. Another alternative—buccal swabs—frequently does not provide enough DNA for genetic research and is known to be highly unreliable.

Oragene appeals to researchers and clinicians because it is non-invasive, dependable and easy-to-use. DNA Genotek markets its products worldwide and has established a global customer base, with more than 1,500 labs in 58 countries currently testing and using its products.

To date, the Ottawa-based company has focused on promoting Oragene to health researchers who are conducting large population studies to determine the underlying genetic causes of disease and health conditions (e.g. breast cancer, cystic fibrosis, autism, obesity). For statistical reasons, the success of these studies hinges on large amounts of DNA from a large number of donors. Top-tier health research institutions around the world such as Harvard, Stanford, Cambridge, Oxford and the Karolinska Institute in Sweden have already adopted Oragene's user-friendly technology.

Since the use of DNA for health research and clinical diagnosis is expected to increase rapidly, the company is well positioned for long-term growth. DNA Genotek attributes its success to an excellent product, customer focus and devotion, and surging market demand.

For more information, go to www.weforum.org/site/homepublic.nsf/Content/Technology+Pioneers and www.dnagenotek.com.

Canada guest of honour at French ICT and Internet conference

Nice, France, May 10-11, 2006 > The **6th *Assises Nationales du Net et des TIC*** has become France's leading event dedicated to all levels of Internet and ICT management, infrastructure, service and use.

The 2005 edition welcomed over 1,000 participants from all over France. Communities accounted for 60% of registrations, and most were senior managers and computer technologists.

This year's conference has three objectives:

- to create a platform for information exchange;
- to promote knowledge-sharing between elected officials and technicians; and
- to bring communities and service providers together.

Through organized workshops, the conference will also help to address regional, departmental and community concerns. This year's event will provide Canadian manufacturers with a good opportunity to meet with possible clients or potential partners for joint endeavours in French public and institutional markets.

As part of the "Year of Canada in Nice" (www.canadanice.org), Canada will be the guest of honour at the event and will introduce its latest technological achievements that have made the country a leader in the e-government sector.

The Canadian Embassy in Paris will coordinate a booth for Canadian companies specializing in the ICT and e-government sectors. The booth will showcase both Canadian public policies and the know-how developed by Canadian companies in France.

For more information on registration and participation, contact Michèle Bamberger, *Réseau Idéal*, e-mail: m.bambe@wanadoo.fr, Web site: www.reseau-ideal.asso.fr. For business information on the sector, contact François Gauthé, Trade Commissioner, Canadian Embassy in France, e-mail: francois.gauthe@international.gc.ca.

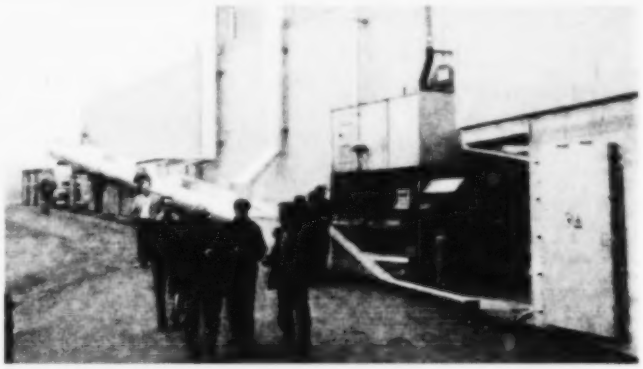
Canada explores European biogas technologies

Vienna, Austria > Mention the fermentation of manure and solid waste and one is likely to clear a room pretty quickly. But since reducing Canada's dependence on fossil fuels will help meet our Kyoto commitments, it's no wonder biogas was the hot topic at a recent technology mission to southern Germany and Austria.

A delegation of more than 30 Canadian engineers, researchers and government officials visited biogas plants in southern Germany and Austria. The mission examined different technologies used in the production of biogas and how the energy in biogas is utilised. In addition to the 11 reactors that were visited, presentations were held to discuss the political drivers and the economics of biogas production in Germany and Austria.

Biogas generally refers to methane produced by organic matter like manure or solid waste, sludge from wastewater or any biodegradable feedstock that has been put through anaerobic fermentation, or fermentation when air or oxygen is absent.

In fact, this is one of the most effective methods of converting biomass to energy. The methane in biogas can be used to either fuel electrical generators or, with suitable treatment, utilised as natural gas. Soon, cars may even be powered with biogas.



The Canadian delegation visited biogas plants in southern Germany and Austria.

Lafleche Environmental Inc. CEO André Lafleche summed up the week's activities with this observation: "We have seen the European model; now it's time to develop a Canadian one."

For more information, contact Steffen Preusser, Trade Commissioner, Canadian Embassy in Germany, tel.: (011-49-30) 20312-365, e-mail: steffen.preusser@international.gc.ca, or Alissia Pach, Investment Analysis, Agriculture and Agri-Food Canada, tel.: (613) 759-6163, e-mail: pacha@agr.gc.ca.

VIRTUAL TRADE COMMISSIONER
PERSONALIZED INFORMATION AND SERVICES

An evolving world of trade knowledge

In the export business, having the right information, making the right contacts and getting the right business leads are essential to our clients' international success.

The Canadian Trade Commissioner Service has more than 900 trade commissioners in over 150 offices at home and abroad, working to open doors for Canadian exporters. Communicating quickly and effectively with clients is our priority. To that end, we have embraced technologies and processes that support international business. With the launch of InfoExport.gc.ca in the 1990s, we began providing Canadian exporters with access to information on many markets and sectors. As emerging technologies allowed for more one-to-one communication, we realized that we could develop a more powerful, customized channel to suit exporters' information and service needs. As a result of extensive consultation with both clients and trade commissioners around the world, the Virtual Trade Commissioner (VTC) was created.

The rise of the VTC: Access to personalized information and services

The VTC offers immediate access to information, resources and exporting services. Based on preferences, you receive in-depth country information, market reports and timely, sector-specific news delivered right to you, whenever you decide. Secure and personalized, your VTC gives you access to information about trade events and missions, as well as the ability to register for networking opportunities or to set up a face-to-face briefing with a trade commissioner in Canada or in your target market.

The rise of the VTC has been impressive; by March 2005—just two and a half years after its introduction—VTC subscription reached over 15,000 qualified Canadian exporters and partner clients. The VTC has also undergone substantial service improvements; with the implementation of a new electronic client relationship management system, subscribers will soon be able to see the status of their service requests directly on their screens.

VTC and the partnership era

To provide exporters with the expertise of Canada's international trade specialists in an easy-to-use framework, the Virtual Trade Commissioner is now partnering with a growing number of government departments and trade promotion organizations. These include Agriculture and Agri-Food Canada, Canadian Heritage, Export Development Canada and the Canadian Commercial Corporation.

Through the VTC, you can now have access to more comprehensive services and information to help you refine your export strategy, receive sector-specific and financial advice and secure export financing. You can also manage risk with credit checks on potential buyers and receivables insurance. International contracting specialists can even help you close deals and offer the backing of the Canadian government.

Exponential value: What the VTC means for you

Your Virtual Trade Commissioner is one of the most sophisticated on-line trade service and information tools—an ever-growing source for export contacts, links and reports matched to your specific international business interests. Exporters will experience increasing benefits from the integration of partners' information and services.

The more you use your Virtual Trade Commissioner, the more you will leverage your global advantage. Your VTC helps to bring your business to the world—and the world to your business—every time you visit.

Find out more at

E-Methanex a milestone in Canadian investment in Egypt

Cairo, Egypt > November 16, 2005, marked a milestone in Egyptian-Canadian commercial and investment relations, when Vancouver-based Methanex and the Egyptian Petrochemical Holding Company announced the official launch of a joint venture called E-Methanex.

E-Methanex will build a world-class methanol complex at an estimated cost of $750 million. The complex should be completed and operational by 2008, and will produce some 1.3 million tons of methanol per year, to be sold both locally and internationally.

"Today's meetings represented an important milestone in the development of this project," says Methanex President and CEO Bruce Aitken. "We believe Egypt offers many of the key factors necessary for a successful methanol project, including competitively priced natural gas, deep water port access and an investment-friendly environment."

Egypt's Minister of Petroleum, H.E. Sameh Fahmy, confirmed that this joint venture was an important part of Egypt's overall strategy for the development of its petrochemical industry. "We are committed to aligning with industry leaders such as Methanex to promote the long-term success of our petrochemical industry," says Fahmy. "The project with Methanex is part of the first phase of Egypt's petrochemical master plan that was proposed by the Ministry of Petroleum. The plan comprises 14 projects requiring around $11.6 billion to realize by the year 2020."

This project will have a significant impact on Canadian-Egyptian relations in the oil and gas sector. It is also worth noting that a second joint venture with Calgary-based Agrium Inc. is currently under negotiation with the same Egyptian parties, involving similar investments and terms. As such, it is anticipated that Canada will secure a major role in developing the petrochemical industry in Egypt.

Canada is not only a world class supplier of technology but also a committed partner, a key player, a source of direct foreign investments and a supporter of Egypt's strategy to enhance its economy.

For more information, contact Joseph Tadros, Trade Commissioner, Canadian Embassy in Egypt, tel.: (011-20-2) 794-3110, e-mail: joseph.tadros@international.gc.ca.

Join Expo Canada 2006 in the Dominican Republic

Santo Domingo, Dominican Republic, March 22-24, 2006 > The Canadian Embassy in the Dominican Republic, in cooperation with the Canadian-Dominican Chamber of Commerce, is inviting Canadian companies to participate in **Expo Canada 2006**, a multi-sector trade show.

This event will provide companies from different industrial sectors with the opportunity to showcase their products, services and technologies, to make targeted presentations and to hold one-on-one meetings with Dominican importers and distributors. Expo Canada will be a great opportunity to make direct contact with local companies who are interested in importing or representing Canadian brands.

During the trade fair, the Trade Commissioner Service at the Canadian Embassy in the Dominican Republic can schedule meetings with companies of interest to participants, as well as arrange site visits.

The Dominican Republic is the third-largest export market in the Americas for U.S. products (not counting NAFTA countries) after Chile and Brazil. Due to its geographic location, improving transportation infrastructure and its economic and political stability, the country is slowly becoming a regional hub for many large multinationals.

In fact, bilateral trade between the Dominican Republic and Canada reached $228 million in 2004, with Canadian exports totalling $101 million and consisting mainly of paper products, fish, cereals, vegetables, automobile parts and electrical equipment.

For more information, contact the Trade Commissioner Service at the Canadian Embassy in the Dominican Republic, tel.: (809) 685-1136, e-mail: irma.defrias@international.gc.ca, Web site: www.santodomingo.gc.ca.

Canada on display at Middle East wood show

Dubai, U.A.E., April 10-12, 2006 > Canada will host a stand at the **Dubai International Wood & Wood Machinery Show**—a unique opportunity for Canadian suppliers to build strategic relationships with decision makers and professionals in all sectors of the wood industry.

The Gulf region is experiencing unprecedented growth and imports many of its requirements. Numerous Canadian architects and engineers have offices in the U.A.E., and these and other professional firms are anxious to see more Canadian suppliers enter the market.

The Canadian exhibitor package will feature the services of the Canadian Consulate in Dubai and will include a briefing on the market and introductions to potential distributors and partners.

For more information, contact Terry Gain, Wood Show Agent in Canada, tel.: (416) 932-1173, e-mail: terry.gain@interlog.com, or Sanam Shahani, Trade Commissioner, Canadian Consulate in Dubai, e-mail: sanam.shahani@international.gc.ca. Web site: www.dubaiwoodshow.com.

Opportunity flows at AsiaWater 2006

Kuala Lumpur, Malaysia, March 21-24, 2006 > Billed as Asia's premier water and wastewater industry event, **AsiaWater 2006** will provide a forum for companies to showcase the latest water and wastewater solutions, explore business opportunities and strengthen existing relationships.

With some 500 exhibitors, 9,000 delegates and buyers, a water industry summit, an international conference and 40 technology presentations, a lot is in store for participants.

The Regional Water Industry Summit will bring together executives from water utilities and operators, regulators and investors to discuss issues affecting the region, including water management, development and intra-ASEAN cooperation.

The international conference will focus on meeting increasing demand for potable water, water management, privatization and investments, as well as benchmarking.

It's a good time for Canadian companies in this sector to attend, especially since the Malaysian government is expected to make significant investments in the water and wastewater sectors in the next few years.

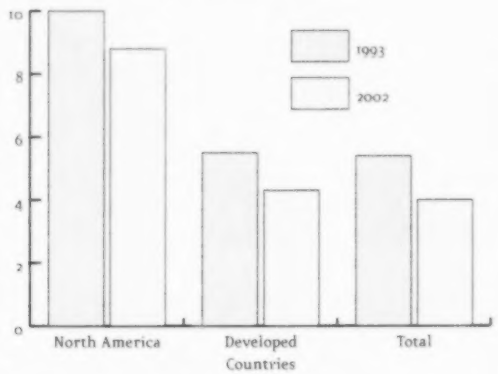
For more information, contact Mia Yen, Trade Commissioner, Canadian High Commission in Malaysia, tel.: (011-60-3) 2718-3352, fax: (011-60-3) 2718-3390, e-mail: mia.yen@international.gc.ca. Web site: www.asiawater.com.my.

R&D activities are becoming more internationalized, but Canada is losing share

Multinational enterprises (MNEs) world-wide are spending more on research and development (R&D), both at home and abroad. Their spending abroad, however, has been increasing at double the rate of spending in their home countries. In 2002, 16% of all MNEs' R&D expenditures, on average, were spent outside their home countries, compared to only 10% in 1993. For example, German MNEs established more foreign R&D units during the 1990s than in the preceding 50 years. But Canada lost share during this period: Canada's share of expenditures on R&D by foreign affiliates of MNEs declined by 1.4% overall.

Provided by the Trade and Economic Analysis Division (www.international.gc.ca/eet).

Canada's share of R&D Expenditures by Foreign Affiliates



Source: UNCTAD World Investment Report 2005

Hamburg, Germany
June 4-9, 2006
Attend the 25th **International Conference on Offshore Mechanics and Arctic Engineering**, which will draw together researchers, academia and the ocean engineering industry to advance ocean, offshore and arctic engineering. More than 400 technical papers will be presented.
Contact: Michael Scott-Harston, Senior Trade Commissioner, Canadian Consulate in Hamburg, tel.: (011-49-40) 46-00-27-0, e-mail: michael.scott-harston@international.gc.ca, Web site: www.omae2006.com.

Singapore
April 25-28, 2006
Food and Hotel Asia is the largest international food and hospitality trade event in Asia and will feature a newly-designed Canadian pavilion, with first-class support and on-site services.
Contact: Stéphanie Parisien, Agriculture and Agri-Food Canada, tel.: (613) 759-7896, e-mail: parisienst@agr.gc.ca, Web site: http://ats-sea.agr.ca/events/4020_e.htm.

Taipei, Taiwan
June 21-24, 2006
Food Taipei is Taiwan's largest food show and one of the popular in Asia. The Canada pavilion, supported by Agriculture and Agri-Food Canada, is open to Canadian exhibitors looking to sell to an increasingly affluent Taiwanese market.
Contact: Karen Huang, Commercial Officer, Canadian Trade Office in Taipei, e-mail: karen.huang@international.gc.ca, Web site: www.taipeitradeshows.com.tw/food.

Ho Chi Minh City, Vietnam
April 14-16, 2006
Attend **International Career and Education Vietnam**, a trade fair geared to promoting programs and services to a huge student market, and meet with prospective students, graduates, education service agencies and government officers.
Contact: Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, e-mail: hochi-td@international.gc.ca, Web site: www.ice.hiecc.com.

Ho Chi Minh City, Vietnam
August 3-6, 2006
Autopetro 2006 will be an international meeting place for trade promotion, technology exchange and investment projects. Developing the transportation industry and upgrading traffic infrastructure is a strategic goal of Vietnam's government.
Contact: Canadian Consulate General in Ho Chi Minh City, tel.: (011-84-8) 827-9899, e-mail: hochi-td@international.gc.ca, Web site: www.cpexhibition.com.

Vancouver
March 29-31, 2006
GLOBE 2006 is the ninth event in a series of trade fairs and conferences on the environmental sector. This bi-annual event brings together business leaders, policy makers and solutions providers to discuss trends and showcase technology solutions to the world's environmental problems.
Contact: Isabelle Therrien, Trade Commissioner, International Trade Canada, tel.: (613) 996-1758, e-mail: isabelle.therrien@international.gc.ca, Web site: www.globe2006.com.

Caracas, Venezuela
May 22-26, 2006
The Trade Commissioner Service in Caracas will have a booth at Venezuela's **International Gas Convention** and **Industrial Gas Trade Show**. Canadian companies may wish to attend the show or provide promotional material for distribution.
Contact: Daniela Oyague, Canadian Embassy in Caracas, tel.: (011-58-212) 600-3000, e-mail: crcas-td@international.gc.ca, Web site: www.caracas.gc.ca.

Maracaibo, Venezuela
June 27-29, 2006
The Trade Commissioner Service in Caracas will have a booth at the **Latin American Petroleum Show**. Canadian companies may wish to attend the show or send promotional material for distribution.
Contact: Daniela Oyague, Canadian Embassy in Caracas, tel.: (011-58-212) 600-3000, e-mail: crcas-td@international.gc.ca, Web site: www.caracas.gc.ca.

Dead Sea, Jordan
February 26-27, 2006
The **Middle East Travel and Tourism Summit** will focus on sustainable development through tourism, and will provide a forum for senior international executives to discuss the development of the travel and tourism sector.
Contact: Samar Ashqar, Director, Events UnLimited, tel.: (011-962-6) 565-6550, e-mail: events@nets.com.jo, Web site: www.mettsinjordan.com.

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